

SEO Tips

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Getting your website found on Search Engines & Turning visitors to customer top 10 tips

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eCommerce navigation top 10 tips

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Phishing - knowing what to do

Some SEO tips

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Web Design Elements

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Tell people about your websites

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Avoid Flash or Frame websites if you can

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Avoid using automated software for Search Engine Optimisation

Web Design Elements

Your website is not a showcase for designers to show off their design skills. Your website is your most reliable sales force, so make sure the design elements are search engine friendly. Some of the pitfalls to avoid:-

- Flash websites - avoid if you can. Flash websites are not automatically visible to the search engines.
- Frame websites - avoid at all costs. Frames within a website may not be visible to the search engines.
- Excessive flash - if it is an important message, make sure you communicate that in "text" as well. In addition to the search engines, certain users with some form of disabilities may not be able to "view" flash and understand your message.

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Tell people about your websites

Make sure your website address is on all your marketing materials and advertising. If you have an online shop, say it, if you do newsletters, ask people if they want to receive it.

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Avoid Flash or Frame websites if you can

Search engines struggle with flash and frame websites. Whilst some flash and frame websites are found by the search engines, they are not easy for the search engines to "view" them. Therefore, we advise you to avoid these if you can, unless there are good reasons to have them, don't.

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Avoid using automated software for Search Engine Optimisation

Search engines do not like automated softwares for generating link popularity or even search engine submissions. They may "ban" your website if you do.

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